

# ORDER



**Orders**  
**Order / Rev:** 165801  
**Alt Order #:** 06308251  
**Product Desc:** PRIORITIES USA ACT  
**Estimate:** 1567  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/03/12 / 10/03/12  
**Order Type:** GENERAL

WDJT-TV-LP

**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** Mundy Katowitz Media  
**Buying Contact:** Casey Bessette  
**Billing Contact:**  
 1322 G Street SE  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/Priorities USA Action  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Matthew Norten    |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Total  |
|-------------|-------|--------|
| WDJT-TV-LP  | 15%   | \$0.00 |
| Market      | 100%  | \$0.00 |

| Competitive Share | Share | Total  |
|-------------------|-------|--------|
| CABLE             | 0%    | \$0.00 |
| WBME              | 2%    | \$0.00 |
| WCGV              | 6%    | \$0.00 |
| WISN              | 28%   | \$0.00 |
| WITI              | 28%   | \$0.00 |
| WMLW-             | 2%    | \$0.00 |
| WPXE              | 0%    | \$0.00 |
| WTMJ              | 17%   | \$0.00 |
| WVTV              | 2%    | \$0.00 |
| WYTU              | 0%    | \$0.00 |